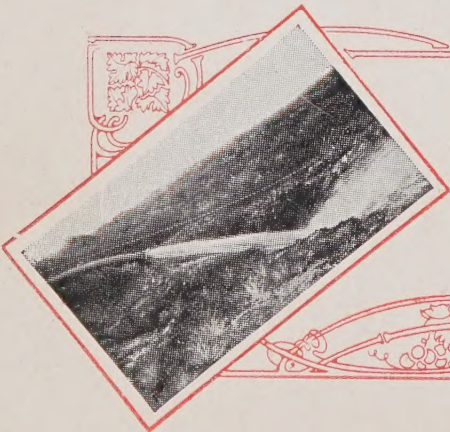


THE
ICILMA
WAY TO
BEAUTY



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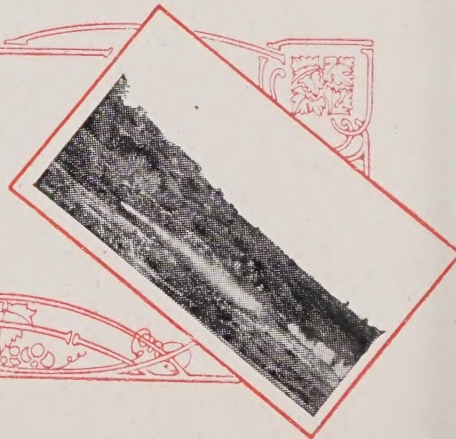
VIEWS OF ICILMA NATURAL SPRING



FULL FORCE OF SPRING
RECENT PHOTOGRAPH



DISCOVERY OF SPRING 1899



SAFETY VALVE FOR GAS
80 LBS PER SQ INCH

THE ICILMA WAY TO BEAUTY

"Nature's gifts are best preserved
by Nature's remedies."

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ICILMA is pronounced EYE-SILMA.

ICILMA COMPANY LTD., 37-39 KING'S ROAD, ST. PANCRAS, LONDON, N.W.

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Part I.—The Complexion

“’Tis beauty truly blent whose red and white,
Nature's own sweet and cunning hand laid on.”
Twelfth Night, Act I., s. 5.

Natural Beauty

The value and charm of a clear healthy complexion are too widely recognised to need either explanation or comment. So few women, however, realise that they can bring back the natural child-like purity of the skin—that they can protect it from the ravages of time or climate.

Many women, too, with some regret, perhaps, but with no efforts to arrest the process, will watch the delicate tints of the complexion fade, the skin lose its freshness and elasticity, and the dreaded appearance of age creep on before its time. Why the skin and complexion should not receive the same care as to preservation and the same due regard to cleanliness as the teeth, for example, is hard to understand.

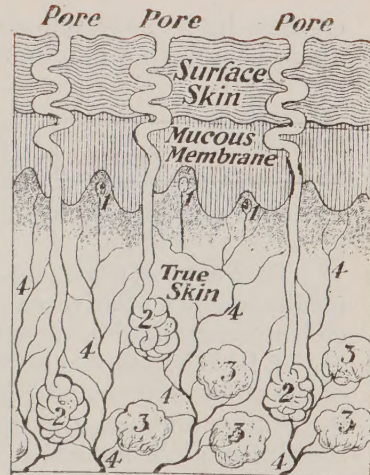
Others again, in their endeavour to retain their good looks, make matters worse by using cosmetics, lotions, poisonous waxes and greasy creams which

slowly deaden the skin and turn the natural clearness of the complexion into an unnatural dulness, so that the use of powders and rouge is a continual necessity.

The following pages will show that true Natural Beauty is well worth the effort.

Simple Facts

It must first be realised that you cannot *put on* beauty—you can only *bring out* the natural beauty which lies hidden in every skin. More than that is impossible and that is where most preparations and especially greasy creams fail. Look at this highly magnified picture of the skin and note the wonderful provision Nature makes for its well-being. As long as every little organ *works properly* the skin will be beautiful. To coat it with cosmetics, powders or greasy



1 NERVES. 2 GLANDS 3 OIL CELLS.
4 BLOOD VESSELS.

creams, deadens the action of the skin. But Icilma Natural Water, the only natural aid to beauty known, stimulates the skin and thus brings out its full natural beauty.

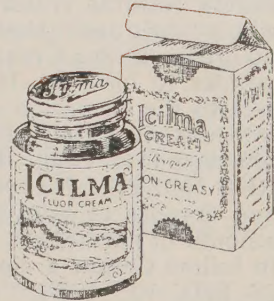
Nature's Secret

The greatest discovery ever made for the skin is the tonic water that comes from the natural spring which was discovered by accident in 1899 in Northern Africa.

That natural waters have special properties is widely recognised by the medical faculty and scientific research proves that Icilma Natural Water contains just the delicate combination of natural elements required to keep the skin in perfect NATURAL health and beauty. Whether applied alone, or in combination as one of the dainty Icilma Toilet preparations, Icilma Natural Water thoroughly cleanses the skin, stimulates it to natural beauty, makes the little oil cells supply just the right amount of natural oil to keep it smooth and supple and give it a natural clearness at all seasons.

Icilma Cream

The most convenient and best known form of applying Icilma Natural Water is ICILMA CREAM (or to give it its full name, *Icilma Fluor Cream*), the dainty fragrant face-cream which is being used by ladies of refined taste in all parts of the world. Icilma Cream is a snowy, foamy cream containing no trace of starch, oil, grease or fat, no poisons, no bismuth, lead or zinc, and no harmful ingredients of any kind. It contains a large proportion of Icilma Natural Water and is at once a most scientific and beneficial agent for restoring the skin to Natural Beauty. Thousands of ladies, who formerly used no face-creams of any kind, now regularly apply a little Icilma Cream to the face and hands every day as they find that it is quite different from cold creams or cosmetics, and keeps the skin in a perfect state of true cleanliness. Others, again, accustomed before to agents containing grease or oil, have been delighted to turn to the refreshing natural comfort that Icilma Cream imparts to the skin.



Beautiful Complexions

The daily use of small quantities of Icilma Cream ensures beautiful complexions. The Icilma Natural Water it contains gets right down into the skin—it tones up the whole fabric and makes the skin soft, smooth and white at all times. As it contains no grease Icilma Cream does not produce an objectionable shine nor does it need powder to hide it. It removes with ease roughness, redness, and blemishes, retards the formation of lines and helps to remove them. Used before going out into the air its stimulating action on the skin prevents sunburn, windburn, or blueness from cold. In conjunction with Icilma Natural Water it is excellent for RED NOSES. Its continued use, especially at night, will soon correct harshness and dryness of skin, because it stimulates the little oil cells to supply the right amount of natural oil. Those already favoured with a good complexion will find in Icilma Cream a simple means of retaining their beauty. ICILMA BEAUTY IS THE BEAUTY THAT LASTS.

DIRECTIONS AND USES. — The best and most lasting effects on the complexion are obtained by using Icilma Cream in the following manner:—

Every Morning —either instead of washing or, if you use soap, after washing, rub the Cream freely over the face, neck, arms and hands and sponge off in a few minutes time with plain water.

At Night—To soften the skin, prevent lines, blemishes and blackheads, apply freely to face, neck, arms and hands before retiring, and leave on till morning.

During Day—To protect the skin from heat and cold use a very little, just as much as the skin readily absorbs, before going out and on coming in. Remove excess with a soft handkerchief.

Insect Bites—Rub Cream well into the part affected and then leave more Cream, without rubbing, on the bite. To repel insects smear Cream well over the skin and remove lightly.

Chaps and Irritations—Rub lightly over part affected and remove excess with soft handkerchief. Repeat at intervals.

Blackheads—Rub the Cream steadily into the skin every night. This removes smaller blackheads and loosens the larger ones, which can then be squeezed out. The regular use of the Cream keeps the pores free from further blackheads.

To Whiten the Hands—Cut the finger tips off a pair of old kid gloves and snip some holes in the palm. Smear the hands liberally with the Cream at night and wear the gloves till the morning. Repeat this till all redness and roughness disappears.

Red Noses—A lady who cured herself and numerous friends recommends the following :—Every time after washing the face *cover* the nose with Icilma Cream, leaving it on, then spray Icilma Natural Water on the face to bring colour to the cheeks but not the nose. Now remove Cream from the nose with the fingers, wiping the latter each time on a towel till all is removed. Continue this treatment after washing for about 15 days when the redness completely disappears.

Important.—Occasionally the first applications of Icilma Cream produce a slight irritation, especially when the skin is sluggish or when greasy creams have been used. This irritation shows the urgent need of Icilma and will pass off as soon as the stimulating action of the cream restores the skin to a more natural condition.

Superfluous Hair

Nothing is more dreaded by women than superfluous hair and nothing is more certain to foster it, and even to a certain extent produce it, than cosmetics and preparations containing grease, oil or fat. For this reason Icilma Cream, being non-greasy, is especially welcome—IT CANNOT GROW HAIR. Ladies who suffer from this unwelcome growth should never use depilatories as the hair comes back stronger than ever. Electrolysis, in the hands of a capable expert, is the only real cure.

Freckles

These are due to excessive pigment (colouring matter) spots and are of two kinds, permanent and temporary. The former cannot be removed by any process and ladies would be ill-advised to attempt to do so. The temporary kind are more easily prevented than cured as they are produced by the action of the sun or by exposure to wind. A course of gentle massage with ICILMA CREAM begun in the spring and continued through summer will tend to prevent these temporary freckles. If they have already appeared the same treatment will have an excellent effect.

Massage and Wrinkles

No massage is needed by regular users of ICILMA CREAM, which prevents the formation of premature wrinkles. Deep lines and wrinkles of long standing cannot be *removed* by any *safe* process, but to tone them down scientific massage is distinctly beneficial. It is, moreover, necessary to know the true lines of massage so that wrinkles may not be caused by rubbing in face cream in the wrong direction. For this reason we have prepared an original copyright chart giving all the movements according to the Parisian experts. It is an elegant adjunct to the dressing table and will be sent post free for sixpence. Premature wrinkles are removed by the treatment described under "Bad Complexions" on page 14.

Economy

Not only is ICILMA CREAM the daintiest of all toilet articles but it is one of the least expensive, for, at one shilling per pot, it is well within the reach of all classes. Those accustomed to pay extravagant sums for their toilet preparations are recommended to try ICILMA CREAM and compare the results—no matter what you pay you cannot get a better aid to beauty.

To Men

ICILMA CREAM is just as valuable to the mere man as to his fairer sister. After shaving it is most soothing and at the same time strengthening to the skin—applied overnight it softens the beard and makes the morning shave surprisingly easy. Following a heavy day's work, or after a long evening's amusement, ICILMA CREAM removes all traces of weariness and has a most refreshing effect on the face. Apply lightly, removing all excess with a soft handkerchief.

Test your Face Cream

In their own interests all readers are earnestly recommended to test their face creams, as many manufacturers, knowing how dangerous greasy concoctions are

in the end, especially where there is a tendency to superfluous hair, state that their preparations contain no oil, fat or grease.

Rub a small quantity of the cream on thin white paper—a grease spot at once proves the presence of oily matter. Note how rapidly this spot attracts dirt from the air—greasy creams do exactly the same on the face. Note too, that water will not penetrate the grease spot—this proves that greasy creams must clog the pores. Try this test with ICILMA CREAM and note the entire absence of these objectionable ingredients.

When we decided to incorporate ICILMA NATURAL WATER in a face cream we found after most exhaustive enquiry, that the weight of opinion was heavily against greasy creams. Both toilet experts and clients were agreed that non-greasy creams are better for the skin, particularly in the Temperate Zone. Consequently we made ICILMA CREAM non-greasy. The marked success of our preparation has produced numberless imitations—*also non-greasy*—but purchasers are warned that none of these imitations contain ICILMA NATURAL WATER, which is the only thing known that makes the oil cells work properly and thus keeps the skin supple.

Icilma Natural Water

ICILMA NATURAL WATER sprayed or dabbed on the skin will be found a delightfully invigorating and refreshing skin-tonic. Applied before using ICILMA CREAM it will greatly help the work of restoring the skin to natural Beauty. For tired or weak eyes there is nothing known which is at once so simple and efficacious, and, as it is absolutely harmless, it can be used at all times with confidence. For removing the fatigue caused by the glare of the footlights it is in great favour with leading actors and actresses. The ICILMA VULCANITE SPRAY economises the water and gives better results.



Icilma Soap

Is a revelation of what a soap can be. By a special process a large proportion of ICILMA elements are incorporated, making it the most cleansing and beneficial of all soaps. There is no skin too sensitive or delicate for this magnificent soap, which gives a silky lather in all waters, hard, salt or brackish. We specially recommend it for those with irritable skins. No other soap gives the same lasting sense of cool comfort. For young children it is particularly suitable.

Icilma Natural Water Soap (rose scented) contains a double quantity of ICILMA elements and is recommended for the general toilet. It is a particularly hard and lasting soap and will be found to last much longer than cheap soaps. Thus it is just as economical in the end.

Icilma Unscented Soap is excellent for the nursery or the bath—it is also supplied in Visitors' Tablets, exactly as used in the Carlton, Ritz and other fashionable hotels.

Various other fragrantly perfumed soaps, all containing the ICILMA principles, are listed in Part V., Pages 30-31.



In the Nursery

The leading nursing journals highly recommend ICILMA, while thousands of nurses use these natural agents to the exclusion of all others. ICILMA NATURAL WATER sprayed on babies after their bath is far more beneficial than the powders and ointments formerly used. Antiseptic and medicated soaps make baby's skin too tender, but ICILMA SOAP is ideal in the nursery—it soothes and strengthens the infant's skin, keeps it free from irritations and renders dusting powder unnecessary.

Bad Complexions and Open Pores

For most complexions ICILMA CREAM is a complete treatment in itself. For bad or dry complexions, including those with premature wrinkles, and for open or coarse pores, which are a sign that the skin is not in a natural condition, the following treatment is specially recommended.

Wash regularly with ICILMA NATURAL WATER SOAP, using tepid water—dry with a warm towel and apply ICILMA NATURAL WATER freely. After a few minutes gently wipe the skin and apply a little ICILMA CREAM, removing any excess with a soft handkerchief.

No lady who has persevered with this treatment has ever complained that benefit did not follow. It is far more effective than the most expensive “beauty treatments.”

Diet

We are often asked to give advice on diet in connection with the hygiene of the skin. In bad cases your medical man will give the necessary particulars, but in all general cases the following hints will be found of service to those who are anxious to try the simpler mode of living.

Eat only plain food, avoiding anything of a rich and starchy nature—such as rich sweets, pastry, potatoes (in excess) and highly spiced

dishes. Instead take, fish, fowl, well-broiled chops, nourishing soups, custards, plenty of fruit, green vegetables, carrots and salads. The old proverb—"An apple a day keeps the doctor away"—is well worth remembering, for an apple every morning before breakfast is very beneficial in many cases.

Day by Day

Those who really value good looks should use ICILMA regularly—not by fits and starts, but just a little every day. This in the end will be found more economical and much more effective than the occasional use of lavish quantities. ICILMA PREPARATIONS should not be alternated with other preparations, but should be used exclusively, as they have a different action on the skin.

From infancy to extreme old age there is nothing so safe and beneficial to the skin as Icilma Toilet Preparations.

Part II.—The Hair

" Her sunny locks
Hang on her temples like a golden fleece."
—*Merchant of Venice, Act I., s. 1.*

An eminent authority has laid it down that many hair troubles—weak hair, falling hair, early greyness and baldness—are caused either by too much or too little washing of the hair. Our wide experience confirms this. Proper attention to shampooing is therefore one of the first essentials to preserving a beautiful and abundant head of hair. More heads of hair are ruined by cheap toilet soaps, household soaps, washing soda and common shampoos than by anything else, while most shampoos take so much time. ICILMA SHAMPOOS are scientifically prepared so that the hair may be thoroughly cleansed and refreshed with just as much or as little wetting (washing) as each individual head requires. These shampoos contain new features never before found in any hair preparation and have produced many bare-faced imitators. As, however, the peculiar cleansing powers of ICILMA SHAMPOOS are entirely due to the Icilma elements, which are our exclusive property, and as they contain other secret ingredients, none of the imitations can possibly give the same good results.

Icilma Shampoo Sachets (for Wet Shampoo)

possesses very unique properties—*first*, the fine lather produced is so cleansing that rinsing is unnecessary. This saves at least half the time usually required for a wet shampoo; *second*, while ordinary shampoos wash out the natural oil, and thus make the hair harsh, dry and brittle, ICILMA SHAMPOO SACHETS regulate the flow of natural oil and stimulate the hair to rich, glossy beauty; *third*, the hair dries in a wonderfully short time and can be done up as usual, immediately after the shampoo; *fourth*, they are the only shampoos which prevent the hair from falling and help it to grow; and *fifth*, they prevent the formation of dandruff.



Their faint but fragrant perfume of sweet violet-root clings delightfully to the hair and makes the little packets excellent as perfume sachets till needed for the hair. Each packet is sufficient for one shampoo if the hair is long or heavy, two if the hair is short or thin, or for three children.

DIRECTIONS. —Fine, light, brittle or dry hair which becomes so " feathery " after an ordinary shampoo, requires no rinsing. With strong, heavy, oily, greasy or stiff hair it is better to rinse. In this case the Shampoo Sachet is dissolved in one pint of hot water and then rubbed well into the scalp and hair till a generous lather is produced. Afterwards rinse well in hot and then in almost cold water.

To use without Rinsing —Empty the powder into an ordinary wash-hand basin. Pour on it *half-a-pint* of hot water, and work up into a smooth lather with the hand. Fill up the basin with warm water.

Comb the hair smoothly and sweep over the face, plunge into the shampoo and wash thoroughly, massaging and rubbing scalp in every direction until a delicious feeling of perfect cleanliness is attained. Withdraw hair, slightly twisting it, and remove as much lather as possible with the hands.

DO NOT RINSE, but at once envelope head and hair with a large bath towel (warm if possible) and rub well. In a marvellously short time the hair will be dry, beautifully clean and glossy, and only requires a vigorous brushing with clean, dry brushes to make it in a perfect condition for doing up, tressing, waving or curling.

Icilma Hair Powder (for Dry Shampoo)

ables ladies to cleanse and brighten the hair *without wetting*. The powder is perfectly pure and harmless and is merely applied to the hair and brushed out according to the simple directions. Part of the powder is absorbent, this combines with the grease and dust that make the hair look dull; the other part is crystalline and when brushed runs readily off the hair, bringing the whole powder, dust and grease with it—just as tea leaves bring the dirt off the carpet—and leaving the hair beautifully fresh, clean and glossy. Invaluable to those who cannot wet the hair at all, also when suffering from cold or illness, especially if confined to the bed, when travelling, and whenever wet shampoos are inconvenient. After motoring, or exposure, and when the hair is dull, dusty or greasy, a small quantity sprayed on and brushed out at once cleans and burnishes the hair so that it can be done up immediately—ready for the evening. The simple process may be repeated every day if necessary, and should be done at least two or three times a week between the wet shampoos. No trouble—no wetting—no fumes, flames, spirits or poisons.

A marvellously simple invention which en-



DIRECTIONS.—Best applied with special spray, into which powder is easily introduced by removing the wooden tube.

To Remove Grease or Dust—Spray about half a tea-spoonful of powder lightly over the hair and scalp. Brush it out in five minutes time.

For Dry Shampoo —Overnight spray sufficient powder to leave a fine white cloud over hair and scalp, brush lightly to remove excess and to distribute remainder. Do up as usual, and next morning brush out the powder along the length of the hair with a stiff clean brush.

SPECIAL NOTE.—Very small quantities are required. If there is difficulty in brushing out the powder, too much has been used. In absence of special spray the powder may be applied with a powder puff or cotton wool.

Icilma Hair Powder Spray is specially manufactured of rubber and boxwood for use with our Hair Powder. Not genuine unless " ICILMA " is stamped in red on the rubber ball.



Clean Brushes

Too little attention is often given to the hair brush. It is essential that only perfectly clean brushes be used and each person should have one brush. Never use brushes belonging to other people, as dandruff germs, to say nothing of other troubles, are, it is said, transmitted from one person to another by means of the brush.

When to Shampoo

ADULTS—All who can wet the hair should use Icilma Shampoo Sachets once every two or three weeks. In between the Wet Shampoos, whenever the hair is dusty, dull or greasy, use Icilma Hair Powder.

CHILDREN—between the ages of 7 and 15, wash with Icilma Shampoo Sachets once a week. Girls with long hair may also need Icilma Hair Powder in between if the hair gets dusty or is inclined to be greasy. For children under seven use only the Icilma Shampoo Sachets twice a week.

No matter how bad the hair may be or how lifeless, perserverance with the above treatment will bring benefit and keep the hair in splendid condition.

Children's Hair

Mothers who take a pride in their children's hair should insist on Icilma Shampoo Sachets. Children's hair that is washed twice a week with this excellent shampoo will never need hair lotions, pomades or scalp rubbings. On the contrary the hair will be bright, clean and healthy, and will *grow freely*. Let us put in a special word for the boys. They, too, will be glad of a good head of hair later in life, and Icilma Shampoo Sachets will help them to secure it.

For Infants' Hair

Till baby reaches the "shampooing age," wash its head every day with Icilma Natural Water Soap, for the Icilma elements will keep the hair in lovely condition. This is a simple and really excellent way of giving the silky appearance which every mother wishes baby's hair to have.

Icilma Hair Lotion

This is an admirable tonic and dressing for the hair, especially for those whose hair has been neglected or is weak and falling. It removes the causes which retard or prevent

growth, thus giving Nature a chance to do her best. It makes the hair silky and glossy and gives it the bright "alive" look of really healthy hair. Another use has been discovered by Miss E. M. Tait, the well-known journalist, who writes :—

" I have found your Icilma Hair Lotion excellent as a ' Waving
" and Curling Fluid.' If a few drops are sprinkled on the hair and
" distributed by brushing just before the wavers or curlers are
" adjusted, the hair will retain the waves or curls much longer than
" usual and will also look beautifully glossy."



**The Golden Rule for the Hair—
cleanse it properly, *i.e.*, with Icilma
Shampoos, and brush it regularly.**

Part III.—The Hands.

"Dainty to her finger tips."

The hands play such an important part in life and are always so much in evidence that every attention given to making them beautiful and attractive is soon well repaid. Indeed, with a little care, they can be made as much a personal charm and cause for admiration as silken tresses or a lovely complexion. *For the hands* themselves—to make them soft, smooth and white—nothing can surpass Icilma Cream when used as directed on page 7. *For the nails*, use the wonderful new

Icilma Nail Polish

This is not a dangerous liquid paint, but a natural product which cannot be equalled artificially. Nothing we have ever seen is anything like it—not only does it shine the nails but it *preserves* them. And it is so simple—no manicure set, no cloth, no polisher. Just put a little of the powder in the palm of the hand and rub the nails well in it. Washing improves the brilliance and every time the powder is used the shine becomes more attractive. After a few applications even the roughest and most obstinate nails shine brightly. From our standpoint there is only one drawback—that is, that the handsome shilling box will last several months, it is so economical.

Part IV.—Toilet Adjuncts

"Things that women highly hold."

Two Gentlemen of Verona, Act III., s. 2.

Many dainty Toilet Preparations have been prepared to meet special needs. All will be found to worthily uphold the world-wide reputation of Icilma.

Icilmine

is Icilma Natural Water solidified—it contains no soap, oil or grease, and is especially useful when it is not convenient to carry Icilma Natural Water. For tired or tender feet it is very cooling and soothing—it is most luxurious for the bath—and is of particular value to those who cannot use soap. Icilmine is very refreshing in hot climates, and is excellent for insect bites. As it brings the grime away from the pores in visible lumps it must be sponged off before completely dry—see directions on labels and cartons.

Icilma Tooth Powder

A combination of the refreshing and stimulating Icilma elements and a perfect Tooth Powder. It cleanses and whitens the teeth without scratching—strengthens the gums—while its fragrant antiseptic foam reaches every part of the mouth, thus preventing discolouration and decay. By means of a clever little device the powder is delivered without opening the box—wetting or wasting the powder is thus avoided.

Icilma Flesh-Tinted Cream

This is a specially prepared form of Icilma Cream for giving a little colour to those who suffer from pallor. The virtues of the cream are in no way impaired.

Icilrose

A concentrated liquid rouge prepared with Icilma Natural Water—is absolutely harmless, defies detection and gives a lovely hue unchanged by rain, heat or dust. To obtain the most delicate colouring tone the edge with a little Icilmine. Packed for post, with brush, in plain wrappers. Full directions on every bottle.

Rosée Icilma

A concentrated deliciously-perfumed astringent lotion, in which the wonderful properties of Icilma Natural Water are quadrupled. Recommended for more persistent lines and wrinkles and for very open pores. To be applied with cotton wool after using Icilma Water.

Icilma Cold Cream

is specially prepared for massage as directed on our massage chart—it is not a toilet cream. The emollient used in it to prevent the fingers from dragging does not penetrate the skin. After massage remove all trace with Icilma Cream or Icilmine. One pot will last months.

African Kohol

A harmless preparation for giving brilliance to the eyes. It is exactly the same as is used by the famous Moorish beauties of Northern Africa. To use this powder roll a piece of soft paper in the form of a pencil with flattened point, dip it in the powder, and draw it gently but

firmly between the eyelids (closing them upon it) towards the nose, removing any excess with a handkerchief. Each bottle is packed in a polished boxwood case.

Icilma Powder (a concession to Fashion)

Powder is not usually required, for Icilma

Cream gives the necessary bloom, but in response to numerous requests we now supply the same powder as we sell in France. It is the purest and finest in the world, scented with the most costly essence of Riviera Violets. In four shades—White, Rose, Rachel and Natural Tint. The latter suits the majority of complexions.

Guarantee

We guarantee that Icilma Toilet Preparations are pure and harmless, and that every article leaves our warehouse in perfect condition. Should the contents of any package, purchased in the United Kingdom, not be in this perfect condition we will exchange it without question and refund postage incurred—in the United Kingdom only.

Part V.—Price List

Icilma Toilet Preparations are manufactured under ideal conditions in our model factory—which is equipped with every modern convenience and fitted with the latest scientific machinery, driven by electricity. The most scrupulous care is exercised in every process and only the very purest of ingredients are used. Hence the supreme excellence of our products.

Preparations are listed in the order they are mentioned in the text. Full directions on wrappers, labels and cartons.

For the Complexion

Icilma Cream

							s.	d.
Standard pot	...	...	...	...	...	...	1	0
Extra size pot	...	...	...	...	...	...	1	9
Large pots for family and professional use, 4/- and							9	0

Icilma Natural Water

	s.	d.
4 oz. bottle... ..	1	0
7 oz. bottle	1	9
Pocket bottle with sprinkler top	0	6

Icilma Sprays

For use with Icilma Water, specially made of Rubber and Vulcanite. See "Icilma" in red on the bulb. All parts are interchangeable and can be replaced at fixed prices.

To fit the 1/- size bottle	2	0
To fit the 1/9 size bottle	2	6

Icilma Natural Water Soap

Per tablet, 10d.	Box of 3 ...	2	6
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Icilma Unscented Soap

Per tablet, 5d.	Box of 3 ...	1	3
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Icilma Visitors' Tablets (unscented only)							s.	d
Box of 6, 1/3	...	...	...	Box of 12	...		2	4

Icilma Superfatted Soaps

BOUQUET	Per tablet, 6d.	...	Box of 3	...	1	6
IRIS	Per tablet, 10d.	...	Box of 3	...	2	6
AMBER	Per tablet, 2/-	...	Box of 3	..	6	0
VIOLET	Per tablet, 3/-	...	Box of 3	...	8	6

Massage Chart	(Copyright)	...	...	...	...	0	6
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For the Hair

Icilma Shampoo Sachets—Wet Shampoo

Per packet	...	...	...	...	...	...	0	2
Box of seven packets	...	...	...	...	...	...	1	0

Icilma Hair Powder—Dry Shampoo

Per packet	...	...	...	...	...	...	0	2
Box of seven packets	...	...	...	...	...	...	1	0
Large box containing as much as 15 packets	...					...	1	6

Icilma Hair Powder Sprays	...	...	...	...	s. d.
					1 0

Icilma Hair Lotion

Sample bottle	...	...	...	...	...	1 0
Large bottle	...	...	...	...	...	2 6

For the Nails

Icilma Nail Polish	...	...	...	in handsome box	1 0
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Toilet Adjuncts

Icilmine

In collapsible tubes	...	...	...	...	...	1 3
Elegant stoppered jars containing nearly five times the quantity	...	...	...	...	...	4 6

Icilma Tooth Powder	...	...	...	per box	0 6
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Icilma Flesh Tinted Cream	...	...	per pot	1 6
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Icilrose

						s.	d.
Sample bottle and brush	...	...	...	...		1	6
Full size bottle and brush	...	...	...	...		2	6

Rosée Icilma

Sample bottle	...	...	...	...	...	1	3
Other sizes...	...	...	...	...	5/-, 9/- and	17	0

Icilma Cold Cream—for Massage ... per pot 1 0

Kohol—Stoppered bottle in boxwood case ... 3 0

Icilma Powder—White, Rose, Rachel or Natural tint.

One size only ... per box 4 0

Icilma Preparations are sold by chemists, druggists, hairdressers and stores throughout the United Kingdom at the prices shown above. Any trader can procure them within 48 hours, if he is out of stock. In case of difficulty we execute orders direct on receipt of remittance and pay postage on amounts value 1/- upwards, in the United Kingdom only. For orders abroad remittance must include the *Parcels Post* charges. Duty, if any, is collected by the authorities on delivery.

Part VI.—Foreign Depôts and Agencies

Supplies, as well as the names of nearest retail agent, can be obtained in the various countries from the addresses given below. The prices at which the preparations are sold are naturally higher than at home and vary according to the cost of transit and the rate of duty charged on entry to the different countries. Special wrappers and labels with directions in many languages are issued.

New Zealand Royal Insurance Bldgs., Featherston St., WELLINGTON.

Canada 594 Spadina Avenue, TORONTO, ONTARIO.

South Africa 20 & 22 Castle Street, CAPE TOWN.
29a Pritchard Street, JOHANNESBURG.

Australia and Tasmania Leading Chemists and Stores.

France Scott & Co., 38 Rue du Mont Thabor, PARIS.

Scandinavia Madsen & Wivel, 4, Hovedvagtsgade, COPENHAGEN,

Belgium and Holland Adolphe Aron, 12 Rue du Chêne, BRUSSELS.

Switzerland Nadolny & Co., BASLE.

F. Uhlmann-Eyraud Boulevard de la Cluse, 26-30,
GENEVA.

Italy H. Roberts & Co., 17 Via Tornabuoni, FLORENCE.
417-418 Corso Umberto, ROME.
21-22 Via Vittoria, NAPLES.
7 Via Giulini, MILAN.

Spain J. Uriach & Co., 20 Moncada, BARCELONA.

Portugal Joao Cardozo, 60-66 Rua do Carmo, and
109-113 Rue de Santa Justa, LISBON.

Greece Constantin E. Geracaris, 164 Rue Corinthe, PATRAS.

Turkey Richard M. Bond & Co., Kutchuck Tunnel Han, Galata,
CONSTANTINOPLE.
P. Xenopoulo & Co., SMYRNA.

Russia

Apothecary G. M. Mizoutch & Co., YALTA.

Egypt

E. Del Mar, P.O.B. 193, CAIRO, also at ALEXANDRIA and
PORT SAID.

Japan

Akizuki & Co., 17 Nichome Dojima-Hama, OSAKA, N.
Sanjikenbori Kyobashi, TOKIO.

India

All leading stores in Calcutta, Bombay and Madras.

Burma

Messrs. E. M. de Souza & Co., RANGOON.

Arrangements are in progress for depôts in other countries
but in most parts of the world the better known Icilma
Preparations are stocked by the leading stores, even if we
have no direct agency.

ICILMA COMPANY LTD., 37-39 KING'S ROAD, ST. PANCRAS, LONDON, N.W.

NO COUPONS — NO PRIZES.

Icilma Preparations are good honest value for the prices asked, and we never reduce them. We issue no coupons nor do we bribe purchasers with prize schemes, as *this can only be done with inferior articles*. To introduce our goods to new clients we periodically make sample offers in the public press and free samples of the following are always available.

Icilma Cream

Icilma Shampoo Sachets

Icilma Hair Powder

Icilma Tooth Powder

Icilma Natural Water Soap

Icilma Unscented Soap

Icilma Nail Polish

ONLY ONE SAMPLE OF EACH can be sent to any one applicant and one penny stamp must be enclosed for each sample—for example, if you wish to test four of the above, four penny stamps should be enclosed.

